

using, by the broadcaster, the predetermined constraint to determine a price for the advertising spot;

offering, by the broadcaster, to the advertiser the advertising spot at the price;

ordering, by the advertiser, the advertising spot based on the price to place the advertisement in the advertising spot to be transmitted to the target user during the transmission of the motion picture;

transmitting the advertisement to the target user during the transmission of the motion picture; and

providing, to the advertiser or broadcaster, a demographic information of the target user that received the advertisement.

12. (New) The method of claim 11, wherein the predetermined constraints are demographic information of the target user.

13. (New) The method of claim 11, wherein the providing step further comprises providing predetermined constraints selected from the group consisting of a gender, an income, a hobby and an age of the target user.

14. (New) The method of claim 11, wherein the using step further comprises:
determining the price for the advertising spot by:

providing to the broadcaster, by the advertiser, at least one constraint defining the target individual to receive the advertisement;

searching, by the broadcaster, an individual inventory containing a plurality of target individuals, each of the plurality of target individuals having a profile of constraints, the searching performed to determine target users by comparing each of the plurality of target individuals to the profiles of constraints to locate a match between the plurality of target individuals and the profiles of constraints;

determining a cost for each of the plurality of target individuals based on a predetermined formula; and

totaling the costs of each of the plurality of target individuals to determine the price for the advertising spot.

15. (New) The method of claim 14, wherein the predetermined formula further comprises:

apportioning a weighted significance to a saturation level, an age, an income, a gender and a hobby of the target individual, the saturation level corresponding to a demand for the target individual to receive the advertisement.

16. (New) The method of claim 15, wherein the demand for the target individual further comprises an amount of time available for the target individual to receive the advertisement.

17. (New) A computer readable medium having computer instructions stored thereon that, when loaded into a computer system, cause the computer system to perform a method for ordering an advertising spot for an advertisement over a data network to be transmitted to a target user during a transmission of a motion picture, the method comprising:

providing, by an advertiser, to a broadcaster a predetermined constraint defining the target user for receiving the advertisement;

using, by the broadcaster, the predetermined constraint to determine a price for the advertising spot;

offering, by the broadcaster, to the advertiser the advertising spot at the price;

ordering, by the advertiser, the advertising spot based on the price to place the advertisement in the advertising spot to be transmitted to the target user during the transmission of the motion picture;